



A True Association Harmony

Association Overview

NAMM is the not-for-profit association that promotes the pleasures and benefits of making music and strengthens the \$17 billion global music products industry.

Association Challenges

Attracting new members and retaining existing members is a high priority for NAMM. In order to achieve this it needs to offer valuable member benefits. At the same time, it needs to find ways to generate non-dues revenue to help support its industry and effectively run the association.

PartnerShip Solutions

Through a shipping program managed by PartnerShip, NAMM is able to provide its members with significant discounts on their inbound and outbound shipping. Controlling shipping costs has become a very important factor in maintaining profitability in the music products industry, making this benefit very valuable to members. For this reason, NAMM has been very successful in using it as a recruiting and retention tool.

PartnerShip also provides NAMM with marketing support in order to help it grow the program. The staff at NAMM recognizes that sharing its member list with PartnerShip and allowing it to promote the NAMM Shipping Program to its members is a win-win. It increases participation from its membership without NAMM having to use its own resources to promote it. That increased participation then generates more non-dues revenue for NAMM through royalty payments.

In comparison to a different industry association with a similar membership size, NAMM had 75% more active participation in its shipping program in 2014. Its shipping activity also generated over \$1 million more in net revenue than the other association. The major contributing factor for the difference? This association doesn't share their member list. This kind of harmony between NAMM and PartnerShip is the key to a successful member program.

"PartnerShip continues to provide solutions to help our members reduce their shipping costs. At the same time, they provide the marketing support we need to make the program successful and generate a significant amount of non-dues revenue for our association."

Causby Challacombe
NAMM Membership Director

Solution Summary

- » Significant discounts negotiated with reputable carriers for members
- » Savings through program used as member recruiting and retention tool by association
- » Marketing support to help promote and grow the program, resulting in non-dues revenue for the association



ltl freight



truckload



small package



specialized